

WHAT IS CLAIMED IS

5

1. A display control apparatus comprising:

a memory;

display control means for generating a plurality of control blocks based on downloaded image information and program, said control blocks developing images in said memory based on the image information; and

display means for displaying an image developed in said memory and corresponding to a business which is selected from another image which is being displayed.

20

2. The display control apparatus as claimed in claim 1, which further comprises:

applet means for displaying a list of businesses based on downloaded information, said display means displaying an image developed in said memory and corresponding to a business which is selected from the list.

30

3. The display control apparatus as claimed in claim 1, wherein said control blocks include an ID for specifying one of a display of an image, non-display of an image which is being displayed, and non-display of the image which is

09418932.101599

being displayed and display of another image.

5

4. The display control apparatus as claimed in claim 1, wherein said image information includes generation timing information which indicates a timing with which the image is to be developed in said memory.

10

15

5. The display control apparatus as claimed in claim 1, wherein said image information includes deletion timing information which indicates a timing with which the image developed in said memory is to be deleted.

20

25

6. The display control apparatus as claimed in claim 1, wherein a first block corresponding to a first image and a second block corresponding to a second image different from said first image exchange data of the first image and data of the second image.

30

35

7. The display control apparatus as claimed in claim 1, wherein said downloaded image information and program are downloaded from a server which is coupled to the display control apparatus.

a

09418932.101599
665101.2687460

8. A computer-readable storage medium which stores one or more programs for causing a computer which includes a memory to control display, comprising:

a¹
5 display control means for causing a computer to generate a plurality of control blocks based on downloaded image information and program, said control blocks causing the computer to develop images in said memory based on the image
10 information; and

display means for causing the computer to display an image developed in said memory and corresponding to a business which is selected from another image which is being displayed.

15

9. The storage medium as claimed in claim 8, which further comprises:

applet means for causing the computer to display a list of businesses based on downloaded information,

said display means causing the computer to
25 display an image developed in said memory and corresponding to a business which is selected from the list.

30

10. The storage medium as claimed in claim 8, wherein a first block corresponding to a first image and a second block corresponding to a
35 second image different from said first image cause the computer to exchange data of the first image and data of the second image.

09418932-101599
66507-2E687460